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ESTIMATE OF SOVIET BLOC EXPENDITURES FOR
PARTICIPATION IN INTERNATIONAL TRADE FAIRS AND EXHIBITS, 1954

12 DECEMBER 1955

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1. An evaluation of available information on Soviet bloc trade fair participation during 1954 indicates that exhibits were organized in some 60 fairs; it is roughly estimated that the cost of this participation was \$10,000,000. Information received to date on similar activity during 1955 shows an increase in participation from 60 to approximately 160 fairs or exhibits with a general increase in size of exhibits. Considerable additional study would be necessary to arrive at a comparable figure for 1955 but if the character and magnitude of the 1955 exhibits are similar to those for 1954, the total cost to the Bloc would appear to be in excess of \$25 million.

2. The \$10,000,000 figure was obtained by separating the Bloc exhibits by country into four categories according to magnitude: large, medium, small and negligible (see Appendix A). Factors which were used to determine these categories were space occupied by exhibits, publicity, construction costs of pavilions and exhibits, number of trade fair attendants, and transportation charges. Approximate costs furnished by the Office of International Trade Fairs, Department of Commerce, were used as a guide in determining Bloc costs.

3. It is estimated that the USSR spent approximately \$3,900,000 of the total, principally on large scale exhibits; Czechoslovakia, East Germany, and Hungarian costs range from \$1,000,000 to \$1,800,000. The pattern of expenditures for 1955 has not been estimated, however,

certain trends affecting expenditures are apparent: the USSR increased its participation from 18 to 34 fairs (15 large scale exhibits) and they withdrew from 11 major fairs in the face of announced U.S. Government participation (Appendix B); Czechoslovakia and East Germany have significantly increased their participation. The most outstanding development has been the marked increase in the number and size of Communist Chinese exhibits: from 3 (1 large scale exhibit) in 1954 to 21 (15 large scale) in 1955 (Appendix C).

APPENDIX A

SOVIET UNION TRADE FAIR PARTICIPATION DURING 1954
ACCORDING TO ESTIMATED EXPENDITURE a/

<u>Block Participant</u>	<u>Large</u>	<u>Medium</u>	<u>Small</u>	<u>Negligible</u>	<u>Total Exhibits</u>	<u>Total Estimated Cost b/</u>
USSR	12	1	1	4	18	\$3,900,000
Czechoslovakia	2	7	13	16	38	1,800,000
East Germany	2	4	14	1	21	1,330,000
Hungary	—	5	15	5	25	1,060,000
Poland	—	4	3	—	7	660,000
China	1	1	—	1	3	550,000
Bulgaria	—	1	6	—	7	270,000
Rumania	—	—	3	2	5	60,000
Albania	—	—	—	—	—	—
TOTAL	17	23	55	29	124	\$9,630,000

a/ The large scale expenditure involved national pavilions which had to be constructed on the grounds and which, with the exception of the Leipzig and Vienna Fairs, were only used once. A medium scale expenditure involved approximately 10,000 to 20,000 square feet of space, often in a Pavilion of Nations permanently erected by the fair officials, or otherwise obviating high construction costs. A small scale expenditure utilized less than 10,000 square feet, and a negligible effort involved exhibition of a few products by a local agent, or participation in a specialized exhibit, such as an automobile show, office equipment show, etc., where the number of products involved was minimal.

b/ The Office of International Trade Fairs, Department of Commerce has estimated that a U.S. exhibit on a large scale might extend to \$600,000; on a medium scale \$150,000, and on a small scale \$20,000. For the purpose of this estimate, a range from \$200,000 to \$500,000 was applied to large exhibits. The medium and small exhibit figures were applied as given, and a \$2,000 figure was assigned the negligible shows. Total cost figure was rounded off to the nearest \$10,000.

APPENDIX B

FAIRS OR EXHIBITS IN WHICH THE USSR HAS OR IS EXPECTED TO PARTICIPATE
URING 1955

<u>PLACE</u>	<u>FAIR OR EXHIBIT</u>	<u>DATES</u>
<u>ARGENTINA</u>		
Buenos Aires	USSR Exhibit	21 May-3 July
<u>AUSTRIA</u>		
Vienna	Intl. (Spring) Fair	13-20 March (tractor only via local representative)
Vienna	Intl. (Fall) Fair	11-18 September
<u>BELGIUM</u>		
Brussels	38th Intl. Auto Show	15-26 January
<u>BULGARIA</u>		
Plodiv	16th Intl. Samples Fair	6-20 September
<u>CHINA</u>		
Peiping	USSR Economic and Cultural Exhibit	Date Unknown
Shanghai	" " " " "	April
Canton	" " " " "	October
<u>ECUADOR</u>		
Quito	1st World Exposition of Newspapers and Periodicals	28 May-8 June (via local representative)
<u>FINLAND</u>		
Helsinki	Intl. Auto Exhibition	6 May (not confirmed)

<u>PLACE</u>	<u>FAIR OR EXHIBIT</u>	<u>DATE</u>
<u>GERMANY</u>		
Leipzig	Intl. Spring (Technical) Fair	27 February-9 March
East Berlin	USSR Arts and Crafts Exhibition	26 June-15 July
Leipzig	Intl. Fall (Consumer Goods) Fair	4-9 September (books only)
Frankfurt	Annual Book Fair	8-13 October (via local representative)

<u>HUNGARY</u>		
Budapest	Exhibition of Industrial Products	29 April-9 May (via local representative)
Budapest	1st National Farm Fair and Exposition	3-20 September

<u>ICELAND</u>		
Reykjavik	USSR/Czech/CPR Exhibits	27 June-12 July

<u>INDIA</u>		
Hyderabad	All India Industrial Exhibit	1 Jan-10 Feb (pictorial textile exhibit)
New Delhi	Intl. Toy Exhibition	March
Calcutta	USSR Textile Exhibit (Pictorial)	11 March
New Delhi	USSR Arts and Crafts Exhibition	24 March (via Indo-Soviet Cultural Society)
Mysore	Lasera Exhibition	9-19 October (interest reported)
New Delhi	Indian Industries Fair	29 Oct-15 December

<u>ITALY</u>		
Turin	Intl. Sports Exhibition	29 May-19 June

<u>PLACE</u>	<u>FAIR OR EXHIBIT</u>	<u>DATE</u>
<u>NETHERLANDS</u>		
Utrecht	Intl. (Spring) Fair	23-31 March
Amsterdam	2nd Intl. Inventions Exhibition	29 Oct-7 Nov (possible)
<u>PAKISTAN</u>		
Multan	3rd Multan Industrial Exposition	FY 1955 (last half): 3 stalls
Karachi	3rd Pakistan Intl. Industries Fair	16 September-9 October
<u>POLAND</u>		
Poznan	24th Intl. Trade Fair	3-24 July
Warsaw	Intl. Fashion Show	10 August (via local representative)
<u>SWEDEN</u>		
Stockholm	13th Intl. St. Erik's Fair	21 August-11 September
<u>SWITZERLAND</u>		
Geneva	Atoms Exhibit	8-20 August
<u>YUGOSLAVIA</u>		
Ljubljana	Graphic Arts Exhibition	3 July
Ljubljana	Intl. Wine Show	3 September
Zagreb	47th Intl. Trade Fair	3-13 September
Novi Sad	Agricultural Fair	21 September-2 October

FAIRS OR EXHIBITS FROM WHICH THE USSR WITHDREW BOOTHS 1955

<u>PLACE</u>	<u>FAIR OR EXHIBIT</u>	<u>DATE</u>
<u>AFGHANISTAN</u>		
Kabul	Annual Independence Week Fair	24-29 August
<u>BELGIUM</u>		
Brussels	Intl. (Spring) Fair	23 April-6 May (formal invitation not made)

<u>PLACE</u>	<u>FAIR OR EXHIBIT</u>	<u>DATE</u>
<u>CANADA</u>		
Toronto	Canadian Intl. Trade Fair	30 May-10 June
<u>FRANCE</u>		
Paris	44th Intl. Paris Fair	14-30 May
<u>GREECE</u>		
Salonika	20th Intl. Salonika Fair	4-25 September
<u>INDONESIA</u>		
Jakarta	3rd Intl. Economics Fair	18 August-26 September
<u>ITALY</u>		
Milan	33rd Intl. Samples Fair	12-27 April (no formal application)
<u>JAPAN</u>		
Tokyo	Intl. Trade Fair	5-18 May
<u>SWITZERLAND</u>		
Geneva	Geneva Air Show	24 June-15 July
<u>SYRIA</u>		
Lamascus	Intl. Trade Fair	1-30 September
<u>TURKEY</u>		
Ismir	24th Intl. Ismir Fair	20 August -20 September

APPENDIX C

COMMUNIST CHINESE ACTIVITY IN FAIRS OR EXHIBITS DURING
1955

<u>Dates</u>	<u>City</u>	<u>Fair</u>
25 February-9 March	Leipzig	55th Intl. (Spring) Fair
March	New Delhi	Intl. Toy Exhibition
March	Karachi	CPR Arts and Crafts Exhibit
7-28 April	Madras	CPR Arts and Crafts Exhibit
16-25 April	Lyon	37th Intl. Fair
* 5-18 May	Tokyo	Intl. Trade Fair
25 May - 7	Dombay	CPR Arts and Crafts Exhibit
** 28 May-8 June	Quito	1st World Exposition of Newspapers and Periodicals
29 June	Cairo	CPR Exhibit
2-17 July	Reykjavik	USSR/Czech/CPR Exhibits
3-24 July	Poznan	24th Intl. Fair
4 July	Cairo	CPR Products Exhibit
25 July-7	Hanoi	CPR Pictorial Exhibit - (300 industrial, agricultural, and cultural photos)
18 August-26 September	Jakarta	3rd Intl. Economic Fair
1-30 September	Parasacus	2nd Intl. Fair
1-9 September	Leipzig	56th Intl. (Fall) Fair

* Via local representative-one booth; not reported except in the official fair newspaper.

** Via local representative.

<u>Dates</u>	<u>City</u>	<u>Fair</u>
5-20 September	Moscow	16th Intl. Samples Fair
16 September-1 October	Pakistan	3rd Intl. Industries Fair
18 October-1 November	Tokyo	CPI Exhibit
29 October-15 December	New Delhi	Indian Industries Fair
15 (7)-30 (7) November	Osaka	CPI Exhibit